



Councilmember Jim Madaffer
Council President Scott Peters

NEWS RELEASE

FOR IMMEDIATE RELEASE
February 4, 2006

Contact: Leslie Webb (619) 236-7754
Pam Hardy (619) 236-7294

Councilmembers To Announce Major Environmental Initiative for San Diego

Date/Time	Monday, February 6, 2006 10:45 a.m.
Location	La Jolla Shores Beach in La Jolla Children's Play Area
Description	Councilmember Jim Madaffer and Council President Scott Peters will announce a new City initiative to protect City beaches and parks. This ordinance would prohibit smoking on all City beaches and parks. Violators would be fined. The measure is aimed at reducing litter, improving water quality, reducing fire hazards and improving health. Revenue from fines collected would be used to off-set the costs incurred by the City for picking up cigarette butts on City-owned property.
Participants	Councilmember Jim Madaffer Council President Scott Peters Fire Marshal Sam Oates Derek Turbide, I Love a Clean San Diego Representatives of the environmental community